

ORDER



Orders

Order / Rev: 721747

Alt Order #: 06370233

Product Desc: NRA

Estimate: 3341

Flight Dates: 10/20/12 - 10/21/12

Original Date / Rev: 10/11/12 / 10/11/12

Order Type: Political

Primary AE: Aaron Ashe

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: American Media & Advocacy Grp/ POI

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: NRA

Demographic: A35+

Product Codes: IS-Issue/Non Ballot

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/21/12 | 2 | \$40,000.00 | \$34,000.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|--------------------|--------------------|-------------|
| October 2012 | 2 | \$40,000.00 | \$34,000.00 | 0.00 |
| Totals | 2 | \$40,000.00 | \$34,000.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Aaron Ashe | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|-----------------------------|-------|--------------------------|---------|-----|-------|-------------|-----|---------------|---------------|----------|--------------------|
| E 1 | WTSP | 10/20/12 | 10/20/12 | Florida Football Daytime | CM | Florida Football Daytime | -----S- | :30 | 1 | \$20,000.00 | P-2 | 0.00 | NM | 1 | \$20,000.00 |
| | | | | 132 FLORIDA GATORS CLG FTLB | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S- | | 1 | | | | \$20,000.00 | | 0.00 | | | |
| E 2 | WTSP | 10/21/12 | 10/21/12 | NFL Football Game #2 | CM | 4-7p | -----S | :30 | 1 | \$20,000.00 | P-2 | 0.00 | NM | 1 | \$20,000.00 |
| | | | | NFL Football Game #2 | | (4:30 PM-6:30 PM) | | | | | | | | | |
| | | | | 143 CBS NFL GAME 2 | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/15/12 | 10/21/12 | -----S | | 1 | | | | \$20,000.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 2 | \$40,000.00 |